

**567—144.5(455F) Consumer information material.**

**144.5(1) *Required.*** All retailers, wholesalers or distributors required to be permitted under Iowa Code section 455F.7 shall display the consumer information material described in 144.5(2) and provide it to the public on request. Manufacturers or distributors of household hazardous materials who authorize independent contract retailers to sell products on a person-to-person basis are required to provide each independent contractor with sufficient quantities of the materials described in 144.5(2), as well as a list of household hazardous materials offered for sale, to be disseminated to their customers. During the course of a sale of household hazardous material by a contractor retailer, the customer shall in the first instance be provided with a copy of both the list and the consumer information booklet. In subsequent sales to the same customer, the list and booklet shall be noted as being available if desired. All materials shall be made available to customers at no charge.

**144.5(2) *Contents.*** Consumer information booklets available from the department shall contain at a minimum the following types of information: information on the kinds of products considered to be household hazardous materials, options for use and the proper disposal of household hazardous products, emergency telephone numbers in case of a spill, and an explanation of the groundwater concerns related to the household hazardous materials program. Retailers may print their own information booklets so long as the text of the booklets is identical to that provided by the department. The booklets may contain original graphics and the identity of the retailer as a means to customize the booklet, except that the household hazardous materials program symbol must be printed on the cover page of any booklets published after the effective date of these rules. The booklet provided by the department will be subject to periodic updates as the program develops, and may include space for retailers to include their own name or logo.

**144.5(3) *Bulletins.*** Periodically, the department may provide bulletins or other forms of public information materials for distribution to enhance public understanding of the program and their participation in it. The bulletins may also cover special areas of concern, new developments on disposal or product options.

**144.5(4) *Availability.*** Retailers permitted under Iowa Code section 455F.7 may obtain consumer information materials for distribution to their customers by filling out an order form. Order forms and booklets are available at no charge upon request to the department.